EXPRESS OUTREACH AWARDS: CALL FOR PARTICIPATION

The National Network of Libraries of Medicine--New England Region intends to award funding for outreach and professional development projects conducted by network members and community groups in support of the NN/LM mission to broaden access to health information. Brief proposals can be directed at the following categories of funding:

Community Engagement Awards support short-term outreach projects that involve advancing health information resources in collaboration with local community groups. These projects are smaller than extensive outreach subcontracts.

Community Preparedness Awards (aka Ready America awards) to fund projects that (1) assist Network members in becoming active partners in their communities' emergency preparedness, response and recovery planning and (2) encourage emergency preparedness collaborations among Network members, community based organizations, first responders, public health workforce and other organizations.

Library Services to Health Agencies Awards supports outreach to health related organizations based on the unit cost of services (document delivery, reference consultations, and training sessions) to be provided.

Member Program Awards support the development of instructional programs that improve the knowledge and skills of librarians and information professionals. Courses may be delivered in-person or through various technologies.

Health Information Research supports the development and implementation of a project investigating outcomes related to health information interventions.

Exhibits Awards are for members' participation at venues that promote health information resources. Funds support registration and fees, travel, and related expenses. Members can promote their local library resources while promoting the National Library of Medicine.

Technology improvement awards include funding to support purchase of equipment for access to and delivery of health information for Network members, health professionals and consumers.

Deadlines: *Applications may be submitted for consideration on September 1, 2011. Pending availability of funds, an additional proposal submission period may take place January 15, 2012.*

Proposals are reviewed and funding decisions are announced within one month of submission. Proposed projects to be funded by Awards will be reviewed and approved by NER and the corresponding RAC Community of Interest. **All funding will address outreach initiatives related to NER's Focus Areas: Proposals must provide a justification for funding based on the project addressing issues related to NER Focus Areas.**

Focus Area	Brief description of focus areas
Healthcare Workforce	Specialized information training for new user groups within the health care workforce, reaching special populations
Healthy Communities	Working with health-based coalitions, participatory health, community leadership
Health Literacy	How information can affect a person's skills in talking with their doctor,

	taking their medicine, eating right, and living a healthier life
Health IT	Assisting in adoption of EHR, training IT workforce, librarian's role in HealthIT
eScience	Collaborative mobilization for capacity building and exploration of information services in newer forms of data

Focus Area Descriptions
Health Care Workforce

The Health Care Workforce theme is concerned with issues and trends related to the composition, distribution, preparation, and ongoing development of students and professionals in the health care setting. The Workforce issue is also concerned with the response to areas that do not have sufficient health care services. NER approaches the Workforce theme from a broad multi-faceted perspective in the context of a changing population with varying educational levels and challenges in access to health care.

Possible outreach areas addressing Healthcare Workforce
- Community Colleges are expanding programs to address the training needs professions, conducting outreach to community colleges and other vocational training programs in the health services.
- Workforce disparities and programs aimed at addressing disparities…high school health careers and other pipeline programs
- US health-worker shortages: aging of the nursing workforce,

Healthy Communities

A Healthy Community is where people come together to make their community better for themselves, their family, their friends, their neighbors, and others. A Healthy Community creates ongoing dialogue, generates leadership opportunities for all, embraces diversity, connects people and resources, fosters a sense of community, and shapes its future. Healthy Communities is an approach to understanding and improving health and well-being. (Ayre, Clough, and Norris, Principals, Community Initiatives, LLC, 2006)

The Healthy Community approach involves working effectively with a variety of community based organizations and facilitating partnerships in the community with the common goal of improving public health. Creating a healthy community means active engagement of persons of all ages, education and economic backgrounds.

Funded outreach project should aim to collaborate with Healthy Communities or other forms of participatory community health initiatives. They can include:

- Collaborating with local departments of public health, community groups, and other key groups
- Reach underserved populations in the region with health information outreach projects
- Increase communication channels between librarians, health care professionals, government, CBOs
- Raise awareness of healthy community initiatives and contribute to healthy communities

Health Literacy

Health Literacy is a person's skill to: talk with their doctor, take their medicine, eat right, live a healthier life (from Health Literacy Missouri). Promoting health literacy involves fostering new skills for health care providers and consumer moving beyond acquiring a basic understanding of health literacy issues. Libraries and

librarians at Member institutions should become stewards of health information literacy and work with other professional and staff groups to develop institutional policies and educational material directed at providing patients with the most understandable information available to the patient. NER will raise awareness in the region of solutions for health literacy such as: readability, design, easy to read resources; development/use of multimedia tools; plain language, teach-back; effective health care communication and increased patient-provider dialogue.

Some potential areas of practice that can be part of a funded project:
- Development or use of multimedia tools; readability, design, easy to read
- Plain language, teach back, dialogue; effective health care communication, plain talk
- Integrating health literacy education into nursing/allied health, medical school curricula
- Developing "teach to goal" – linking information with behavior
- Programs/resources to "close the comprehension gap"
- Community coalition building
- Putting to action the CDC's National Action Plan to Improve Health Literacy in your

HealthIT

The HealthIT theme is concerned with those forces that are dramatically changing the health care setting and its information systems to incorporate mandated implementations for an Electronic Health Record (HER) and or a Patient Health Record. HealthIT implementation protocols are mandated for practices receiving Medicare and Medicaid reimbursements. As such these changes are widespread and affect hospitals, large and small practices, and those state system offices charged with establishing its infrastructure.

The Electronic Health Record may include features that assist providers in clinical decision making as well as information resources for the patient. The Patient Health Record may become the standard by which information about the patient's interactions with health systems is conveyed. EHRs and PHRs will become vehicles for information resources made available to the patient. Opportunities will be explored with Network members and those vendors that have designed patient education components into their EHR or PHR. Pilot projects have been conducted at the National Library of Medicine that can be replicated in other places and other vendor platforms.   NER will advocate consumers to use personal health records as national survey from the California HealthCare Foundation finds they motivate consumers to improve their health. The findings show that: PHR users pay more attention; low-income, chronically ill benefit from PHRs; doctors are more trusted, privacy remains a concern. Education surrounding the use of PHRs will be an integral part of consumer health outreach.

Funded projects directed at HealthIT issues can be directed at:
- Reaching out to New England Regional Extension Centers (REC's).
- Assist in HIE promotion: help to promote health information exchange (HIE) among health care providers and hospitals throughout New England.
- Assist Community College Consortia: reach out to those community colleges establishing intensive, non-degree training programs in health information technology

Eligibility

Full or Affiliate members are eligible to apply for an award. Community groups and agencies seeking to offer greater access to health information resource are also eligible.

Additional Information for Outreach/Community Engagement Awards

Maximum Amount: $8,000

Community Engagement awards may be used for a short-term project (12 months) or planning an extended outreach subcontract that involves several partnerships. Projects are intended to be smaller in scope than projects funded through larger NER subcontracts.

Proposals may target:
- Public health professionals;
- Personnel at a healthcare facility or community agency;
- Members of the public (consumers);
- Populations with poor health status;
- Geographic areas (rural and urban) without adequate access to information resources; and,
- Librarians

Awards May Support

The types of awards the NN/LM NER will support in this category include:
- Training and collaborative projects with groups such as public libraries, community based organizations and health centers, public health workers, etc.;
- Obtaining consumer health information using MedlinePlus, ClinicalTrials.gov and ToxTown and other NLM resources; and,
- Introduction to using the Web, introduction to health resources on the Web, and evaluating health information.
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Priority will be given to proposals involving outreach to:
- Health professionals working in public health or AIDS
- Health professionals serving minority populations
- Health professionals in inner cities and rural areas
- Minority populations
- Older Adults
- Low income populations
- Public health professionals
- Public libraries
- Community based organizations

Application A brief proposal with a detailed budget is required. Funding periods should not exceed a 12 month performance period. Proposals should include project goal(s), objectives, and description of collaboration partners, intended outcomes, and evaluation plan.

Proposal Instructions

Proposal should:
1. Include cover sheet with name, position, title, address, and complete contact information
2. Describe the intended audience and need for the project or service to be supported.
3. State the overall goals and Focus Areas the project addresses
4. Describe the project's planning and implementation; provide applicable outlines
5. Describe the project's evaluation plan for measuring the project's benefits to the intended audience (outcomes) and how the project was carried out (process evaluation)

6. A full budget including a justification for broad categories of expenses.
7. Supply CVs of personnel involved and other supporting documentation.

Requirements

- Progress reports: progress reports should be submitted every two months. Reports should address progress towards meeting objectives and an ongoing evaluation or assessment of the project's effectiveness. Activities held in support of project objectives will be entered and submitted to the Outreach Application and Online Contract Reports System at: https://outreach.nlm.nih.gov. Users of the System must first create an account before reports can be submitted. Contact your RML for additional information on the Online Contract Reports System.
- Vendor quotes must be provided for equipment purchases whose total value is over $3,000. NLM must approve equipment purchases; property will vest with NN/LM NER.
- Equipment purchased through NN/LM NER funding should not be used for personal purposes, see http://nnlm.gov/ner/funding/rfps/Personal_Appeal_Items-AN.pdf for further details.
- Material produced in relation to the project should attribute the National Library of Medicine as funding source. Suggested text: ***Funded under contract HHS-N-276-2011-00010C with the University of Massachusetts Medical School and awarded by the DHHS, NIH, National Library of Medicine.***
- Applicants developing training materials should consult with materials available in the Medical Library Association Educational Clearinghouse.
- Applicants are expected to implement policies and procedures that support appropriate delivery of services to culturally and linguistically diverse groups. Applicants can consult National Center for Cultural Competence and its resources at http://gucchd.georgetown.edu//nccc/links.html.
- Web-based resources developed for the project should strive to ensure accessibility to the greatest possible number of people by adhering to standards described in Section 508 of the Rehabilitation Act. (http://www.nlm.nih.gov/web/documentation/accessibility.html)
- Recipients of NN/LM funding should publish results from NN/LM funded projects according to the NIH Public Access Policy in journals that make their contents freely available on the Web (http://publicaccess.nih.gov/).
- Funds requested to develop print collections of consumer health materials or to purchase access to any commercial electronic health information product may not exceed 5% of the total amount of the project budget. Also food is not an allowable expense.

Funding decisions are based on need, amount to be funded, and availability of funds.

In addition to the requirements the following scoring scheme is applied by the reviewing committee.

Numerical Scoring:

Identification of Need, Description of Target Group, Geographic Area. (35 Points).

- Description of the target group or area.
- The need for the project and its potential impact.
- Planned outputs for the project: number of training session, participants, transactions, etc.

Methodology/Technical Approach (35 Points)

- The logic and feasibility of the methodology and technical proposal.
- Plans for evaluating the success of the project as expressed in documented outcomes
- Timeline of Activities

Experience and Facilities of the Respondent and Supporting Documentation (30 Points)

- Experience of the proposed personnel in developing and conducting related projects. If the respondent has no prior experience in conducting related projects, include evidence that steps will be taken to obtain adequate background or experience prior to carrying out the project.
- Demonstrated evidence of facilities and resources adequate to support the project. Letters of commitment from administration and of support from target institution(s).
- Evidence of a commitment to continuing outreach services to the targeted population beyond the contract period.

Award	This award allows for:	Eligibility	Expenses supported
Library Services to Health Agencies Awards Maximum Amount $2,000	Outreach to local health related groups in the form of information services	Resource Libraries Full Members	Cost recovery of services based on unit cost of services (document delivery, reference consultations, and training sessions) to be provided.
Member Program Awards Maximum Amount $8,000	Development of a training program directed at health information professionals or healthcare providers in areas related to health information access	Resource Libraries Full or Affiliate Members Other agencies	Honorarium for invited speakers, facilities rental
Community Preparedness Maximum Amount $6,000	Collaborative planning or promotion of community resources for emergency preparedness	Resource Libraries Full or Affiliate Members	Event rentals, promotional materials, speaker fees.
Exhibit Awards Maximum Amount $2,000	Promotion of library or health information services at a conference or event	Resource Libraries Full or Affiliate Members Other community agencies	Booth registration, promotional materials, travel and staffing costs.
Health Information Research Maximum Amount $2,000	Development and implementation of a research project in health information services and instruction.	Resource Libraries Full Members	Cost recovery of services related to research and implementation of research intervention.
Technology Improvement Maximum Amount $2,000	Support equipment purchases to broaden electronic access to health information	Resource Libraries Full or Affiliate Members Other community agencies	Hardware and related equipment

Please contact Javier Crespo for questions regarding eligibility, submission, and notification.

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The National Network of Libraries of Medicine is a program of the National Library of Medicine under government contract. According to FAR 52.232-18 (Availability of Funds) the Government's obligation under this contract is contingent upon the availability of appropriated funds from which payments can be made. No legal liability on the part of the Government for any payment may arise until funds are made available.